

## **Iowa Urban and Community Forestry Council Meeting Minutes**

**10:00 am – 2:00 pm**

**Tuesday, July 10, 2012**

**Iowa State University Hort Farm, Ames**

Council Members Present: Marty Adkins, John Batt, Matt Brewer, Emma Bruemmer, Kevin Conn, Ralph Conner, Heath Ellis, Tivon Feeley, John Hanika, Jeff Iles, David Jahn, Brandt Jelken, Chris Johnson, Mark Masteller, Patty Petersen, Jesse Randall, Terry Robinson, Stephanie Sheetz, CJ Stephens, Paul Tauke, Jan Thompson, Mark Vitosh, Laura Wagner

Others Present: Leslie Berckes (Trees Forever), Todd Fagan (City of Cedar Rapids)

Called to order at 10:00

Pre-meeting tour of Shade Tree & Crabapple Trials – Jeff Iles gave a wonderful tour.

Strategic Plan – The strategic plan will be turned in by September 1, 2012 to the US Forest Service as part of the requirements of receiving funding for the urban forestry program. Each group gave an update of the status of their goal (see handouts for more information, contact Emma if you need a copy of the handouts). Please let Matt know if you are on a committee but not listed below.

### **Goal 1 – Build Public Support of Urban Forestry**

Lead: Ralph

Team: Tom Hazelton, Laura Wagner, David Jahn

See handout for summary, including:

Strategy 1 - recommend becoming a 501(c)3, and solicit funding from at least five entities

Strategy 2 – promote council - increase unique hits on IUCFC website by 10% each quarter, increase participation by council members and others on American Grove by 50% each calendar year through 2014, drive public to IUCFC and Grove websites by having 50% of partners have link to sites, create nametags, hats, etc. to identify council members at meetings and projects, create publication to promote council at State Fair

Strategy 3 – encourage each council member to invite 25 partners to join Grove website and post at least one photo to the Grove each year

Strategy 4 – bring new members to council to move towards the full 30 member council

### **Goal 2 – Expand urban and community forestry education**

Lead: Chris

Team: Jan, David, Jeff, Mark V.

See handout for summary, group will attach a timeline for accomplishment and who will be responsible for accomplishing the strategies.

### **Goal 3 – Expand and nurture volunteer participation**

Lead: Patty

Team: Mark M., Matt B

Still developing materials presented at January 2012 meeting.

### **Goal 4 – Protect and enhance urban forestry resource**

Lead: Terry

Team: John B., Brandt, Emma

Still developing materials presented at January 2012 meeting.

Strategy 1 – Diversity and education about diversity

Strategy 2 – Right tree in the right place

Strategy 3 – Align with the national Vibrant Cities initiative

It was suggested that the group leads get together and coordinate so we're moving in one direction in concert and in the most efficient way. It was also suggested that from the strategic plan we develop a business plan to guide annual work activities.

For instance, no less than three groups (ISU, TF, DNR) have a recommended species list. Terry also mentioned that the Iowa Arborist Association has asked Mark Dungan, Keith Majors, and him to update the species ratings, which will be taking place. There is a need to coordinate these types of activities.

Update on the Grove website – this is a social networking site for trees, with both a national page and state pages. It is a great tool for the exchange of information, including discussion postings, photos, upcoming events, etc. If you are going to join, you need to join both the American Grove and the Iowa page. Laura gave an overview of the website, and will send an invitation to join.

Tree Species List – Laura handed out an approved species list, and would like feedback on it. Also, Zelkova has been added to the national invasive species list.

Motion for IUCFC to seek nonprofit status – Ralph indicated that over his tenure on the council, the limiting factor when there was interest in an endeavor was that the council didn't have any money. Taking advantage of the potential to raise funds and making the best use of everyone's time are the main reasons for becoming a non-profit. On the con side, there will have to be a financial investment for filing to become a non-profit. Also, there will need to be a significant

investment of time by at least a few members to drive the activities of the council. Ralph recognized that this is a big step and would like to hear what members think of the idea. Paul explained that the council is one of the requirements of receiving funding support from the US Forest Service. He also confirmed that as funding has declined, there is currently not money available from the DNR to support council activities. Patty offered the option of Trees Forever holding funds in a restricted account for council activities, with no administrative fees for two years, and then after that we'll see. Terry asked about whether the involvement of ISU and DNR would change, and it would not with the exception of advocacy. Marty indicated he could not serve on a Board, but could be a non-voting member. David indicated board members would have to sign something stating they would be recused from issues that are a conflict of interest. Marty recently helped organize a non-profit and says they are under more IRS scrutiny than they used to be and have to do what they said they will do, not horde money, etc. CJ recently formed a non-profit and did not find it to be overly cumbersome or difficult, but feels it is necessary if you are going to advance the strategic plan goals, since they will not be accomplished without funding.

**MOVED by Conner, SECONDED by Jahn, to:**

**Approve:**

- **I hereby move that the IUCFC appoint a Non-profit Committee charged with securing the pro-bono services of an attorney to file Articles of Incorporation in the State of Iowa, and to file Form 1023 Application for Registration of Exemption Under Section 501(c)3 of the Internal Revenue Code.**

**MOVED to a vote by Robinson, SECONDED by Jahn**

**MOTION APPROVED 12-1**

**MOVED by Conner, SECONDED by Stephens, to:**

**Approve:**

- **I also hereby move that this IUCFC Non-profit Committee recruit a non-profit Board of Directors composed of IUCFC voting members, to be presented at the next quarterly meeting of the IUCFC.**

**MOTION APPROVED 13-1**

**MOVED by Ellis, SECONDED by Stephens, to:**

**Approve, with amendment to remove “to” and add “and” in the second sentence:**

- **I also hereby move that the IUCFC Non-profit Committee act as a Bylaws Committee. This committee will change the wording of the Bylaws and allow a name change which reflects our future non-profit status. Such new name shall be shorter than IUCFC, will speak to our mission, and will inspire a following. Such**

**new name, and the necessary change in Bylaws, shall be presented for approval at the next quarterly meeting of the IUCFC.**

**MOTION APPROVED 12-1**

- **MOTION by Jahn, SECONDED by Stephens, to:**

**Approve:**

- **Goal 1 group will be charged with establishing a Committee to handle the issues related to non-profit status.**

**MOTION APPROVED 11-0**

Forest Service proposal – Advancing Statewide Urban Forestry – Emma gave an update of the grant that was approved that will affect the council by providing additional administrative support.

Urban Forest Health BMP publication – Tivon and the Forest Health committee are working on a publication of Best Management Practices for preventing the introduction and spread of invasive species, focused on urban trees and forest health, and would like to know if the urban forestry council can support it. The forest health committee has approved this. There will be another opportunity to review the document before it is published.

**MOVED by Jahn, SECONDED by Stephens, to:**

**Approve:**

- **Supporting the Best Management Practices publication.**

**MOTION APPROVED 11-0**

State Forester Update – Paul said the next round of Forest Service Competitive Funding grant proposals will be due October 15, so if there are ideas for grant proposals, please get in touch with Paul or Emma to talk about these. The guidelines have changed some, particularly with respect to forest health activities, so please discuss ideas with Paul or Emma before putting a lot of work into developing them. Also, the state will be funding the Healthy Forest Initiative at the level of \$100,000 again this year, and will be focused on a handful of emerging forest health threats. Also, Roger Lande retired as director of the DNR. Chuck Gipp (previously the deputy director) is the new director. Also, Bruce Trautman (retired NRCS) has been named the new deputy director. Also, Trees Forever will be working on a national project that will involve five working groups across the United States, one of which will convene in Des Moines. Also, the DNR has a wildland fire engine that was deployed to assist with the Colorado wildfires, and is now assigned to fires in southern Missouri.

Adjourned at 2:02

**Next Meeting: Tuesday, October 16, 2012 from 10-1 at a location to be determined**